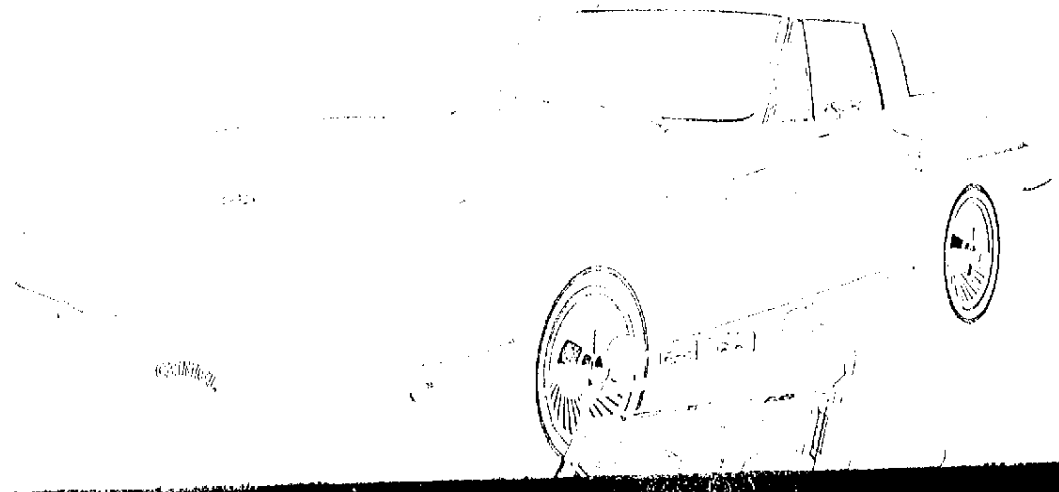
51846 0655

Smoothest Lotto Ever!

CASH LOTTO

Can Be A Winner...



Source: https://www.industrydocuments.ucsf.edu/docs/zqly0000

51846 0656

Strike It Rich In The S

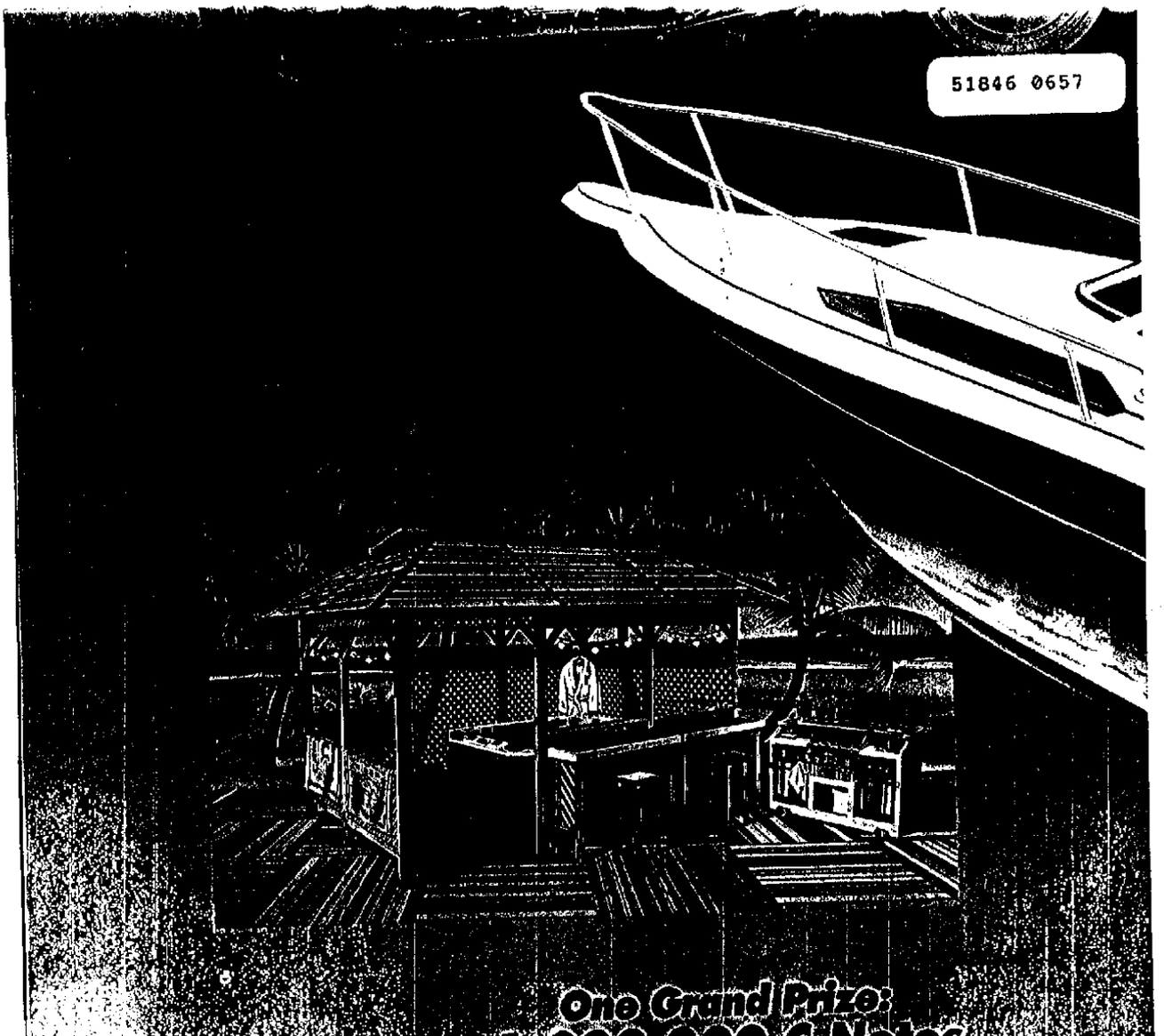
CAMEL

LO

Here's How You C

Source: https://www.industrydocuments.ucsf.edu/docs/zqly0000

51846 0657



One Grand Prize: 1,000,000 C-Notes

Two 1st Prizes: 500,000 C-Notes

1 (In Th

*For alternate method of entry, see Official Rules.

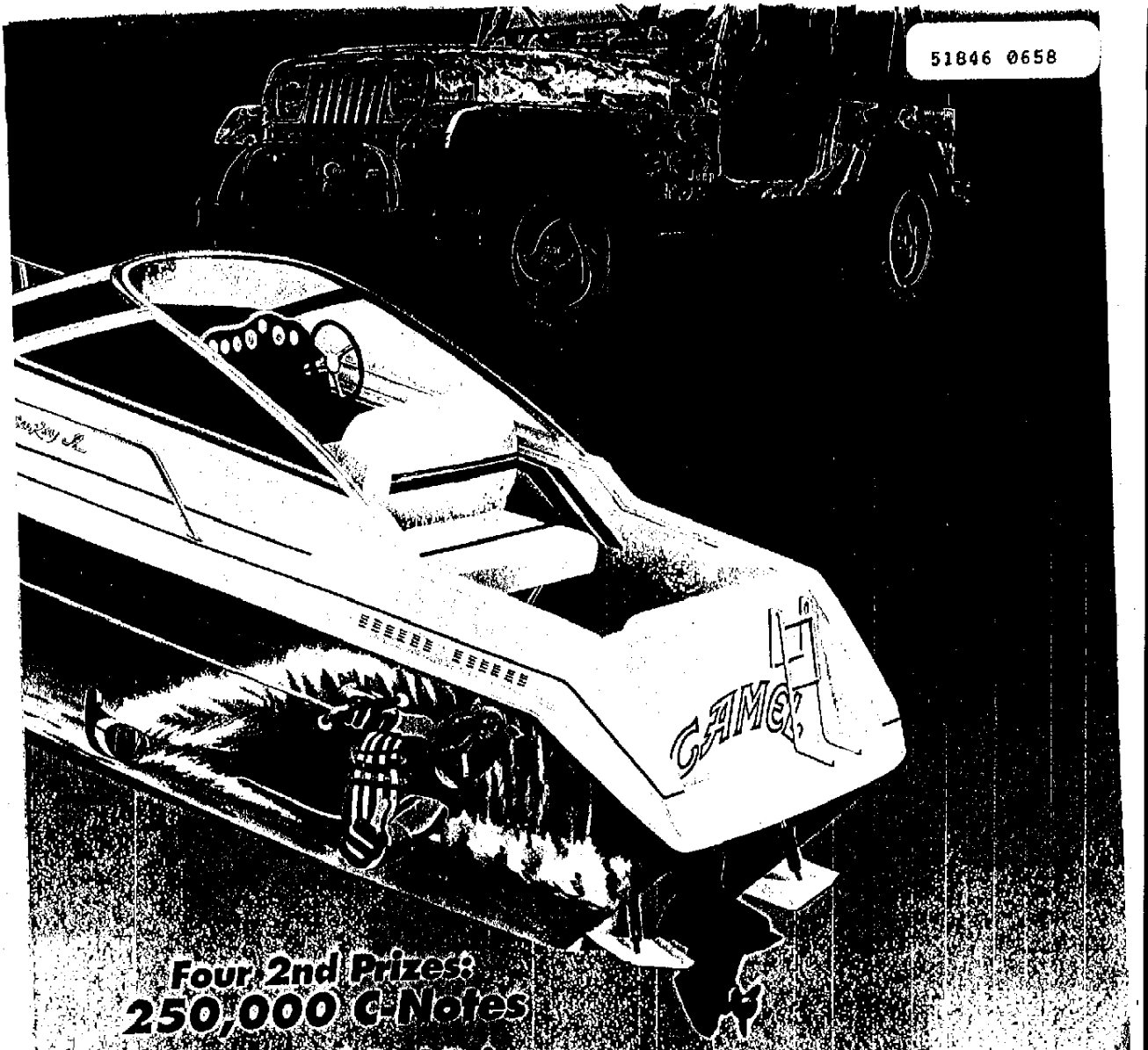
Prize	C-notes required	ARV*
1963 Split Window Corvette®	1,000,000	$50,000
1994 Corvette®	1,000,000	$40,000
Custom Sea Ray® Sundancer, 27 foot	1,000,000	$37,000
Custom 1994 Harley® Davidson Fatboy® Motorcycle	500,000	$16,000
Custom 1994 Jeep® Wrangler 4-Wheel Drive soft top vehicle	500,000	$20,000
CAMEL Ridge 1994 Jeep® Wrangler 4-Wheel Drive soft top vehicle	500,000	$21,000
20' Custom ProCraft Bass Boat	500,000	$22,000
The CAMEL Oasis	250,000	$16,400
JOE'S Entertainment Center	250,000	$13,450
JOE'S Game Room	250,000	$15,000

*ARV - Approximate retail value

Official Rules: 1. NO PURCHASE NECESSARY. You will receive an Official Entry Form when you purchase the R.J. Reynolds sales representative enters your store between 9/1/93 and 12/31/93 and the required point of sale materials are displayed. The entry form(s) must be initialed by the R.J. Reynolds sales representative. Complete the entry form(s) and mail to CAMEL Cash "LOTTO" Retailer Sweepstakes, P.O. Box 5990, Norwood, MN 55583-9987. All sweepstakes entries must be via an Official Entry Form and postmarked by December 31, 1993. To request an Official Entry Form, hand print your name, retail store name, address and daytime telephone number on a 3" x 5" card. Sign the card, write in your birthdate and mail in an envelope to CAMEL Cash Retailer Sweepstakes, P.O. Box 5563, Norwood, MN 55583-5563. All requests must be mailed separately in an envelope and postmarked no later than November 30, 1993. 2. Enter as often as you wish but each entry must be mailed separately. No mechanically reproduced entries will be accepted. Sponsor is not responsible for lost, late, postage-due, misdirected, or slow-delivered mail. All entries become the exclusive property of R.J. Reynolds Tobacco Company and will not be returned. Sweepstakes participation is restricted to retailers of CAMEL cigarettes, 18 years of age or older who are U.S. residents, except employees of R.J. Reynolds Tobacco Co., their affiliates, subsidiaries, distributors, advertising and promotion agencies and immediate families of each. Offer is restricted to retailers that have signed and returned the Retailer Participation Agreement/Sell-In Form for the Camel Cash "LOTTO". **Void in MA, MI, VA and where prohibited by law.** 3. Winners will be determined in a random drawing from all entries received. Drawing will be conducted on or about February 15, 1994 by an independent judging organization. Winners agree to these official rules and the decisions of the judges, which are binding and final in all respects. Odds of winning are dependant upon the number of eligible entries received. 4. Prizes: Grand Prize (1): One Million C-notes Cash alternative $30,000; First Prize (2): 500,000 C-notes. Cash alternative $15,000. Second Prize (4): 250,000 C-notes. Cash alternative $7,500. Grand, first and second prize winners have their choice of any combination of the following prizes that equals the amount of C-notes won:

Source: https://www.industrydocuments.ucsf.edu/docs/zqly0000

51846 0658



Four 2nd Prizes:
250,000 C-Notes

One Thousand 3rd Prizes:
000 C-Note Shopping Spree
e All New CAMEL Cash Catalog

PRIZE DESCRIPTIONS: Custom ac... ...ape and ...jackets, ARV $57,000. ...Craft Bass Boat, 200 hp Mercury outboard motor, trailer, ARV $22,000. The CAMEL Oasis. Includes BAJA 8-10 person spa with gazebo and decking, portable bar, CAMEL bathrobe and set of towels, miscellaneous CAMEL Cash items, ARV $16,400. JOE'S Entertainment Center Includes SONY® 61" Videoscope® Projection TV, SONY® Handycam® Camcorder, SONY® VCR Plus+™, SONY® Rack Stereo System, VCR Library (20 tapes), CD Library (20 CD's), Custom Built Entertainment Center ($3,000 to build your own custom entertainment center), SONY® 32" Trinitron Split Screen TV, ARV $13,450. JOE'S Game Room. Includes Oakdale Pool Table, Wurlitzer CD Juke Box with CD Library, SONY® TV/VCR Plus+™, Cambridge 3-in-1 Game Table, overhead pool light, neon sign, pool accessories, cue sticks, "Joe" Dartboard Set, miscellaneous CAMEL Cash items, ARV $15,034. All Grand through second prizes will be fully described in a special Camel Cash "LOTTO" catalog that will be made available during the duration of the CAMEL Cash "LOTTO". Due to customization of some prize choices, delivery of prize may take longer than normal delivery of 6 to 8 weeks, in which case the winner will be promptly notified of the revised delivery date. Grand, first and second prize winners must use their C-notes only for the prize or prizes listed equivalent to their winnings. C-notes may not be used for merchandise in any other CAMEL Cash catalog or future promotions. Only C-notes or vouchers won in the CAMEL Cash "LOTTO" can be used to obtain the above prizes. Third Prize (1,000): One thousand C-notes to purchase any combination of items from a future CAMEL Cash Catalog, not to exceed 1,000 C-notes. ARV $150.00. Total approximate retail value of all prizes: $316,600. 5. Winners will be notified by mail and may be required to sign and return an Affidavit of Eligibility/Liability and Publicity Release within 14 days of delivery, Noncompliance within this time period or return of any prize/prize notification as undeliverable or refused will result in disqualification and an alternate winner will be selected. All winners are subject to age verification. All federal, state and local income and other taxes, licenses, fees and insurance are the responsibility of winner. No transfer of prizes permitted. One prize per retailer or address. The sponsor reserves the right to substitute a prize of equal or greater value if the prize chosen is not available. No cash substitutions allowed except where specifically stated. 6. By accepting a prize, winners agree to grant R.J. Reynolds Tobacco Company the right to use their names and/or likenesses for promotional purposes without further compensation. Tennessee residents are excluded from this requirement. By claiming a prize, winners agree that R.J. Reynolds Tobacco Company, their officers, directors and judging organization shall have no liability for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession or use of any prize. 7. All promotional costs paid by manufacturer. 8. For advance copies of affidavit or the names of major prize winners, send a separate, self-addressed, stamped envelope by February 28, 1994 to CAMEL Cash "LOTTO" Retailer Sweepstakes, P.O. Box 5565, Norwood, MN 55583-5565. Indicate "Affidavit" or "Winners List" as applicable on the outside of the envelope.

©1993 R.J. REYNOLDS TOBACCO CO.

Source: https://www.industrydocuments.ucsf.edu/docs/zqly0000